



## Minutes of the EBC AGM - Thursday 23<sup>rd</sup> April 2020, 6.00 pm via Zoom

1. Attendees: Diane Roe, Leanne Lindsay, Amy Reilly, Gin Lalli, Federica Cinosi, Julie Howieson, Rebecca, Linda Bannatyne, Alicija Schramm-Dubiel, Lynn McMurray, Gail Ricketts, Maria Mackenzie, Fiona Melvin-Farr, Tracy Watt, Sandra Benn.
2. Apologies: Kate Bell, Dorothy McKinney and Ashleigh Rose.
3. Welcome and introduction - Diane

Diane explained that Kate our President, is taking a step back from club activities however, has sent a message which she has asked Diane to read:

*'Hello everyone. I am so sorry that I am not on this Zoom with you tonight. As some you will know, my husband, Tom, died very suddenly four weeks ago. However, I am watching what is happening with the virtual trainings coming up and I do hope that these will be of help to you all during this very strange time for everyone. I am so please to see all the support everyone is sharing and my huge thanks to the Committee for driving this forward. Enjoy your AGM ladies and I will look forward to seeing you all again in person as soon as we can!'*

*Diane:*

*Let's raise our glasses in a toast to Kate, sending our best wishes and support at her time of grief. 'To Kate'*

*So the committee have rallied around in this time of lockdown to ensure that the EBC continues to support our ladies amidst the COVID:19 crisis, and we are pleased to see engagement on our social media from you all and hope that the virtual webinars we have organised will help to support you and keep us all talking to our network when are socially distanced.*

*I would also like to take this opportunity to raise our glasses to the committee members that give freely of their time and expertise to ensure that the club fulfils the members expectations and meets their needs. As a team we have developed a mission and vision for the club and set our goals for the year. I will issue these as part of the minutes although extracts appear as a thread through our website and social media posts.*

*Each one of the team, which includes Amy Reily, our website guru and membership secretary; Federica Cinosi, our social media coordinator and marketing champion, Alicia our fabulous events organiser, Gin our star blogger and resident psychologist, because every committee needs one of those, Leanne who clearly and specifically sets out actions from our meetings which is not an easy task, minuting a group of ladies chatting is a skill to behold. Ashleigh*

*Rose, who is a recent addition and adding lots in the way of creative ideas, functionality for virtual meetings and assisting with emails, and of course Kate our president who keeps everything focused on track and welcomes everybody individually to the club with her warmth and charm. We also cannot forget Sandra Benn, who has joined with the committee on occasion throughout the year and offered willingly of her help and support, we appreciate her involvement and clear plans and help that she gave us with strategy development.*  
*'To the Committee'*

*We have had a fantastic year and made great headway with a new website, updated bank accounts and numerous events and workshops to keep us all entertained. A particular favorite of mine was the Summer Lunch at the Crown Plaza, the venue is wonderful and the food was amazing, but as always it the company and support of our lovely ladies that makes all our events special.*

*'To all the EBC Lovely Ladies'*

*I would now like to pass you over to our committee to talk through their areas of expertise. If you have any questions please pop them into the chat as we go through the committee sections.'*

4. Membership - Amy 56 guest members, 42 individual members, up 25 from last year, corporate 11 and 10 committee members. 63 members total, 26 up from last year.

'I am pleased to say this has been a great year for EBC in terms of members, as well as, and almost more importantly, members engagement. More than ever, women are taking an active part in the club, attending events and showcasing their own businesses at our lunches and training events. This engagement means better relationships, better networking, and more opportunities for support and collaboration. Transition to the new website has made looking after members information and ease of registration and use very much easier for both the EBC committee as well as members. I'd also like to remind members that having a full and complete profile on the EBC website is a great way to get your name, face and business recognised by other members, so when have a wee minute, log in and check all your information is up to date. Historically we have had an issue with awareness of our affiliation with the Association of Scottish Businesswomen, and our own members knowing they are entitled to free membership of ASB. This means that EBC is not fully represented on the ASB website and also that EBC members are not able to take advantage of the benefits of being a member of ASB, As such, a process has now been added that, with new members approval at registration, I will now manually add them to the ASB website. If anyone here today would like me to do this for me, just get in touch, it only takes a minute or two.

So let's get down to numbers...

As you know, we now operate a "Guest" membership, which allows new people to attend up to two First Friday events, so they can get a feel for the club and what we offer. This has been a huge success with a great conversion rate to full membership, which is lovely for the club, we're getting that approval that First Friday is something that people really enjoy and it works for them. We have had a large influx of guest members since the beginning of the year, who we hope after getting a taste for what we are about, would like to sign up as full members. At present we have 56 guest members.

As for our full members, here are the current stats:

**April 2017 April 2019 April 2020**  
Individual Members 21 17 42 (+25)  
Corporate Members 14 12 11 (-1)  
Honorary Members 8 8 10 (+2)  
**Totals 43 37 63 (+26)**

I'd like to say a big thank you to all of our members, and for all of you who have joined us tonight, for supporting and being engaged with the club and helping us grow, you are the club! I hope you know you can call on us if you have any queries or suggestions, we are here to help.' - Amy Reilly, EBC Membership Secretary

5. Events summary – Alicja summarised all events held in the last year.

**FIRST FRIDAYS:**

**Every month at The Dome (apart from August)**

**EVENTS:**

17.05 – Teapot trust event  
17.07 – Summer lunch – Crowne Plaza  
18.09 – Breakfast at Vesta  
03.12 – Festive Dinner at Bonham Hotel  
22.01 – Scottish Night at Refinery  
12.02 – Networking lunch with CrossReach at Browns  
03.03 – LinkedIn breakfast at Institute of Directors

**WORKSHOPS:**

25.06 – Why health needs to be your biggest investment with Alanna Jarrott  
29.10 – Create a capsule wardrobe that works for you with Marlene White & Adele Hamilton  
05.11 – LinkedIn with Steve Ponton  
28.01 – How to get more from your business with Anna Jensen  
25.02 – Tips for work life balance with Sarra Bejaoui

6. Social Media Report to the members of EBC as at 29th March 2020 - Federica

**FACEBOOK**

Since the new Committee was appointed in July 2019, we have made a total of 82 posts and increased the page "likes" from 767 to 846.

All the Club's events have started to be published on Facebook.

In September 2019 we also launched a Members Forum Page to encourage online networking and support among members; the page now counts 23 Members and 45 posts.

**LINKEDIN**

We launched a new official page in July 2019 and we now have 150 followers. We made 20 posts with an average of 598 impressions each.

**UPDATE FOR AGM:**

Linked In page: 152 followers

Facebook page: 844 likes  
Facebook Members Group: 33 members

More than 150 followers on Linked In page now, hashtags have helped increase the impressions and our profile on Linked In.

7. Business Buddies - Gin – we are happy to introduce you to other members in the committee to connect people. Can put requests up on FB or through a committee member.

‘In the spirit of Get Inspired, Get Involved Get Connected EBC are happy to assist with Connecting members to a Business Buddy. Between us all we have a vast amount of knowledge and experience between us so let’s share it. We are proposing that if you would like advice, support or even just a moral support chat with another member we would be happy to set that up for you. The committee between them know every member and will be able to ‘match you up’ with someone who we think would be able to assist. We know there is a lot of connecting going on at event and First Fridays, which is brilliant, but you may not have met ALL the members so we can use the database to assist you. Please note that this is not mentoring or coaching, we have some fabulous members that already do that as part of their business in a more official and structured capacity. We would be happy to put you in touch with them if you do not already know who they are. What we propose is a voluntary helpful chat with a fellow member that should bring value to both ‘buddies.’

The purpose of these chats should be to

1. Share advice from experience
2. Share knowledge or skills
3. Feel supported in business

In summary, voluntary advice and chat with someone you feel can give you some value and you can also in return, maybe not necessarily to that person but to another.’  
Members attending the AGM agreed that this is a great idea and would be of interest.

8. Finance update -figures up to 31 December 2019. Diane summarised the accounts and please find a copy of these and her report attached with these minutes.

In summary, memberships were up due to increase in numbers. We are subsidising events for members. Donations were made to charity. ASB awards dinner subsidised and gifts to committee members. There was a cost to set up the new website. Overall, we made a profit. Balance of accounts as at £4,385 as 4<sup>th</sup> April 2020. Due to COVID:19 and changing the way we interact; we do have a Zoom membership which is an ongoing cost for the time being.

Finance report as appended is approved by Gin Lalli, seconded by Sandra Benn,

9. Questions from the members – first Friday format was asked. We plan to have a similar format and use the breakout rooms via zoom to do the networking in small groups.

10. Questions from the Committee  
Instagram - Federica – there are mixed views on using IG as it depends on the business, the purpose and the type of post. Lynn suggests a small focus group to discuss content in more detail added to the actions. Fiona mentioned that she would be happy to do a social media workshop and she uses IG for her business. Other comments were that it could help us tap into a different audience

Facebook members forums – EBC and ASB Community Group – Federica.

EBC and ASB profile completion - Amy – We are keen for each member to have both profiles. Amy is happy to copy and past profile to ASB if required for members. All members attending AGM have their profile on ASB.

11. ASB Awards – Leanne explained that the awards will be opening soon. It would be great to nominate members within the club. We are waiting to hear about the dinner as it may be cancelled due to COVID:19 and perhaps the awards will be online instead. We will let you know, as soon as we know.

12. Over to the Members for testimonials:

**Lynn McMurray** – The Seasonal Touch –Lynn originally dismissed the idea of networking as she didn't think it was for her. A packed room full of stranger's exchanges business cards and bacon butties, people in it for themselves, she had shied away from it. In January 2019, Lyndsey had recommended EBC to Lynn's husband. Lynn decided to go along, welcomed by Kate and other members of the group. Those first few seconds were crucial.

EBC helped in business

1. Peer interaction – in a solo business it can be a lonely place, so great to have encouragement, support and positivity from others.
2. Sharing of information. Generous group of individuals, shared knowledge base is key when small business owner.
3. Sharing of contacts, network connections. It comes from a place of generosity. Give before receive attitude.
4. Sparking creativity.
5. Problem solving – sharing what has worked for others.
6. Raising profile, sharing posts, running workshops for members.
7. Authentic connections – everyone shows up as themselves
8. Motivation - Being around positive people, a great motivator.
9. A safe space to discuss difficult topics.
10. Great coffee and scones.

**Linda Ballantyne** – Willow and White Candle Company

'Member since September 2019, from first Friday. I feel it's a great way to get involved. Its good to network out with just your industry. I didn't like speed dating networking, specific sectors/job roles were a bit cliquey. Everyone here is a bunch of likeminded women. The enthusiasm in the room was incredible at the first event I attended. I liked the structure, there was a clear purpose and direction of the overall group and you can see now how the committee supports this. It can be lonely on your own, its great to have this sisterhood. Active support and people going out of their way to encourage you. Experience and enthusiasm, humour and social interaction.'

13. AOB –

Feedback that it was lovely to receive a call from committee to check in.

Help with mail chimp. Fiona is happy to pick this up in her digital workshop.

## Agreed Actions

No.	Action	Owner	To be completed by
1	Fiona to do a social media workshop to include IG.	ASD & FMF	Date to be arranged by June 2020
2	EBC forum on IG to discuss.	FC	June 2020
3	Gin to complete blog post sharing the member testimonials.	GL	30/05/2020
4.	Review of the goals from the strategy document at committee meeting.	All	30/05/2020